

# Branding Basics for Professional Speakers

## The Anatomy of A Brand

### Your Logo

SPEAKERFLOW

Your logo is the visual representation of your brand. It doesn't necessarily need to be colorful, but it should represent you, as a speaker and a person. A logo can be mainly text (like ours) or an image.

### Your Icon



Your icon is an image that serves as a snapshot of your logo. While your logo can be used everywhere, your icon is best for social channels and small design assets.

Header Font

**OTTO BAUDIE**

Subheader Font

Speaker & Consultant

Body Font

Experienced in engineering and mechanics, Otto Baudie was an expert in fine motor skills before launching his speaking career.

## The Anatomy of Text

Like your logo and icon, the text you choose for your brand should be in sync with your personal style. If you used text only for your logo, this usually makes a good header font. As a rule, subheading and body text fonts should be more simple than the header font.

## The Symbolism of Color

Red

passion  
action  
courage  
aggression  
heat  
desire

Orange

warmth  
enthusiasm  
creativity  
flamboyance  
fun  
vibrance

Yellow

hope  
positivity  
happiness  
newness  
youthfulness  
joy

Green

renewal  
growth  
harmony  
relaxation  
safety  
stability

Blue

freedom  
intuition  
wisdom  
trust  
vastness  
serenity

Violet

luxury  
power  
ambition  
devotion  
pride  
spirituality

# Branding Basics for Professional Speakers

(continued)

## Top Branding Tips & Tricks


1

### Choose your colors first.

Generally, it's easier to choose which colors "feel like" you than it is to choose fonts. Choosing which colors feel right helps form the vibe you want for your brand, which will help you choose fonts.

2

### When in doubt, use neutrals to balance your brights.

Neutral colors, like white and shades of gray, can help balance vibrant colors, like in this pallet: 

3

### Stick to 4 or 5 colors for your color pallet.

If you need some inspiration for your colors, [canva.com/colors/color-palettes](https://www.canva.com/colors/color-palettes) is a great place to start.

4

### Be conscious of negative space.

When spacing your letters and lines of text, differences in space can completely change the design of your logo, like so:

**BARBARA SEVILLE**  
SPEAKER, AUTHOR & COACH

**BARBARA SEVILLE**  
SPEAKER, AUTHOR & COACH

Both are appealing but for different reasons. The one on the left, for example, is a little more bold and imposing, but the one on the right is a little more relaxed, as if it suggests confidence. Keep these things in mind when spacing your own text.

5

### Balance heavy fonts with light ones.

If your header is bold, like in Barbara's logo above, balance it out with a thin and delicate sub-header or body font.

6

### Stick to 2 or 3 primary fonts and use them in everything you produce.

It's a time tested fact that keeping it simple is best, and that goes for fonts, too. Pick one for your header and one for body text and use them consistently. It's up to you whether you feel you need a sub-header font.

# Questions or Comments?

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Contact us at  
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and let us know what you  
think!

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